

**Minutes of a Regular Session of the Common Council of the Town of Clarkdale
Held on Tuesday, October 12, 2021 at 6:00 P.M.**

A Regular Meeting of the Common Council of the Town of Clarkdale was held on Tuesday, October 12, 2021, at 6:00 P.M. at the Clubhouse at 19 N. Ninth St. and via Zoom Video Conference.

CALL TO ORDER –Mayor Prud’homme-Bauer called the meeting to order at 6:00 P.M.

Town Council:

Mayor Robyn Prud’homme-Bauer
Vice Mayor Debbie Hunseder
Councilmember Bill Regner
Councilmember Marney Babbitt-Pierce
Councilmember Lisa O’Neill

Town Staff:

Interim Town Manager Rob Sweeney
Police Chief Randy Taylor
Public Works Director Maher Hazine
Community Development Director Ruth Mayday
Parks and Recreation Manager Joni Westcott
Town Clerk Mary Ellen Dunn

PUBLIC COMMENT – The Town Council invites the public to provide comments at this time. Members of the Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.

Normalinda Zuniga, Clarkdale resident, spoke regarding the trash/refuse policy and notice received by residents of Clarkdale.

3. REPORTS

Current Events – A brief summary of current events. The Council will not propose, discuss, deliberate, or take legal action on any matter in the summary. Reports submitted electronically:

Mayor’s Report -
Vice-Mayor’s Report
Councilmembers’ Report
Town Manager’s Report -

Organizational Reports – Reports regarding regional organizations submitted electronically

CAT – Cottonwood Area Transit

VVTPO – Verde Valley Transportation Planning Organization

NACOG - Northern Arizona Council of Governments.

NAMWUA - Northern Arizona Municipal Water Users Association.

VVREO – LRSPC - Verde Valley Regional Economic Organization’s Long Range

Strategic Plan

TPAC – Transportation Policy Advisory Council

VFLC – Verde Front Leadership Council

Board and Commission Minutes (submitted with Council packet) –

Acknowledgement of receipt of minutes and draft minutes of the previous month's Board and Commission Meetings.

Board of Adjustment minutes of meeting held September 14, 2021

Design Review Board minutes of Joint meeting with HPC held on September 1, 2021

Planning Commission minutes of meeting held September 21, 2021

Parks and Recreation Commission minutes of meeting held September 8, 2021

Historic Preservation Commission minutes of Joint meeting with DRB held on September 1, 2021; notice of cancellation of meeting September 23, 2021; minutes of Joint meeting with Council for September 28, 2021

Claims (submitted with Council packet) - List of specific expenditures made by the Town during the previous month. September 2021 check log and PPE dated August 28, September 11, 13, and 25, 2021.

4. **CONSENT AGENDA** - The consent agenda portion of the agenda is a means of expediting routine matters that must be acted on by the Council. All items are approved with one motion. Any items may be removed for discussion at the request of any Council Member.
- A. **Approval of Minutes of the Common Council** - Approval of the minutes of the Regular Meeting held September 14 and Special Meeting held on September 28, 2021.
- B. **Approval of Intergovernmental Agreement (IGA) Amendment #3 Between The Town Of Clarkdale And The Arizona Board Of Agents On Behalf Of Arizona State University** – Approval regarding an IGA amendment with Arizona Board of Regents.
- C. **A Resolution to Recognize 2021 Cities and Towns Week around the State of Arizona** - Approval of Resolution #1655, a resolution to recognize 2021 Cities and Towns Week around the State of Arizona.
- D. **Selma Mongini Park Project Grants** – Approval of an increased amount to the Land and Water Conservation Fund grant and approval to apply for the Heritage Fund grant.

Action: Approve Consent Agenda items A – C as presented.

Motion: Council Member Regner

Second: Council Member Babbitt-Pierce

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye

Council Member Bill Regner	Aye
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Council Member Regner pulled item D from Consent Agenda to discuss Park Project Grant.
Clarification: Discussion about what is meant by sustainability park.

Action: Approve Consent Agenda item D as presented.

Motion: Council Member Regner

Second: Vice Mayor Hunseder

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

NEW BUSINESS

BIG BROTHERS/BIG SISTERS PRESENTATION AND PROCLAMATION – Discussion and possible action regarding approval of a proclamation declaring December 31, 2021 to be Yavapai Big Brothers Big Sisters 50th Anniversary. Presentation by Erin Mabery, Executive Director.

In August of 2021 Yavapai Big Brothers Big Sisters is celebrating 50 years of serving local children through one-on-one mentoring relationships with caring adult volunteers. It is the number one mentoring organization in Yavapai County serving over 11,000 Little Brothers and Sisters who have been matched with Big Brothers and Sisters across Yavapai County.

Erin Mabery, Executive Director of Yavapai Big Brothers Big Sisters is here to provide some information to Council in support of the proclamation.

Discussion followed regarding statistical information on location of volunteers and children, events, event venues, referral sources, vetting policy, volunteer time commitments, and funding sources.

Action: Approve the Proclamation supporting Yavapai Big Brothers Big Sisters and declaring December 31, 2021 to be Yavapai Big Brothers Big Sisters 50th Anniversary.

Motion: Council Member Babbitt-Pierce

Second: Vice Mayor Hunseder

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

RESTORATION OF 901 MAIN STREET – Discussion and possible action regarding letter of approval for Drake Meinke's grant request to the Arizona Historical Preservation Foundation for the restoration of doors and windows at 901 Main Street in Clarkdale.

The building at 901 Main Street is going through a restoration project. Currently, Drake Meinke, the owner, will be requesting grant funds from the Arizona Historical Preservation Foundation for repair and restoration of existing doors and windows in the building.

Mr. Meinke is hoping to secure a letter of support for this project from the Clarkdale Town Council.

Discussion followed regarding partnerships, time frame, and due date for letter of support (mid-November). The Mayor asked for key points that Mr. Meinke would like to be included in the letter. He noted that one word that is key is "preservation".

Action: Council should vote on whether to provide Mr. Meinke with a letter of support for the 901 Main Street restoration and preservation project. Staff has no position on this issue.

Motion: Council Member Regner

Second: Council Member Babbitt-Pierce

Amended Motion: Provide Mr. Meinke with a letter of support for the 901 Main Street restoration and preservation project grant request to the Arizona Preservation Foundation.

Second: Council Member Babbitt-Pierce

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

PROFESSIONAL SERVICES AGREEMENT - Discussion and possible action regarding an agreement with Public Sector Personnel Consultants for the purpose of conducting a comprehensive compensation study.

At the request of the Town Council and Interim Town Manager, Human Resources received proposals from six human resources and compensation consulting firms. The Town is ready to take the next step in moving its Compensation Plan forward by addressing current compensation and compression issues. Key goals in addressing these issues are to continue to reduce turnover, retain valuable members of the workforce, increase knowledge retention, and attract high quality applicants by increasing market competitiveness. The main goal of this project will be for the consulting firm to conduct a comprehensive analysis and provide the Town with guidance and recommendations for an effective and thoughtful multi-year approach to addressing current compensation gaps and inequities.

After a review of quality of proposal, experience/qualifications, cost and references, Public Sector Personnel Consultants (PSPC) was selected as the firm to provide the desired services. PSPC specializes in the Town's desired services and has implemented classification and compensation plans for more than 1,100 public employers nationwide, including more than 400 municipal employers and more than 100 Arizona public employers such as the Cities/Towns of Scottsdale, Casa Grande, Winslow, Cottonwood, Camp Verde, and Cave Creek.

Work per this contract is expected to commence immediately and be completed no later than March of 2022. The cost of this project is not to exceed \$8,500 and is budgeted in Human Resources Professional Services account.

Interim Human Resources Manager Allison Eckert presented information on this agenda item to Council.

Discussion followed regarding outcomes we might seek in comparison to Cottonwood's recent study, overlap of this project with any modifications to our Personnel Manual, and transition plans from interim roles to permanent staff.

Action: Approve the professional services agreement with Public Sector Personnel Consultants not to exceed \$8500.

Motion: Council Member Babbitt-Pierce

Second: Council Member O'Neill

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

CIVIC PLUS WEBSITE CONTRACT – Discussion and possible action regarding a contract with Civic Plus for the creation, construction, launching and maintenance of a new website.

In 2017-2018 the Town entered into an agreement for website services with Revize Software Solutions, LLC. After working with the software for a few years, it is the consensus of most of the staff that the system was not user friendly and did not provide many of the options we would require during the course of adding, amending and updating content.

A team of Town staff who also are key website operators, met on several occasions to review and discuss desired options and features of a new website. Town staff included Joni Westcott and Chell Smart (Parks and Recreation Department), Virginia Smith (Public Works), Jennifer Julian (Police Department), Ruth Mayday and Guss Espolt (Community Development), and Brenda Schorr (Magistrate Court).

The final three vendors were selected based on website research and review and cost proposals. The final three vendors were Granicus, Proud City, and Civic Plus.

Findings: The 2021 Strategic Planning work plan is addressed in this website search effort:

GOAL 1) ENHANCE THE QUALITY OF LIFE FOR CLARKDALE RESIDENTS

- H. Explore opportunities for a new Town website.
 - 1. Initiate a Town Website Review Committee
 - 2. Demo website platforms to determine feasibility and abilities that will meet the Town's needs.

Anecdotal information from staff indicates that many Clarkdale residents experience difficulty navigating the current website. Not having the ability to find certain forms, events, meetings, etc. creates a problem for even the tech-savvy. A newly designed, easy-to-search website was determined to be a desirable solution in the planning session.

Quotes included:

2020 Civic Plus Standard List Price of \$23,185 was reduced by \$8,185 for Clarkdale plus an annual fee reduced from \$6522 to \$4,500. Civic Plus agreed to honor the 2020 price quotes. Total Year 1 investment is \$19,500. These costs include agenda and meeting management, archiving, building/facility/event permits, calendars, user friendly platform, facility management and reservations, forms center management with online, easy fillable forms that can be completed and submitted online, multiple platform friendly, notifications and subscriptions, predictive searches, 24-hour tech support chat, volunteer coordination and upfront and on-going training. Also includes social media feeds and interfacing and work order requests for public or internal orders. Although another company had a more appealing design, Civic Plus indicated that we would have flexibility in designing the website to enable a more attractive design. An example provided was Paradise Valley. Website launching for Civic Plus is 16 – 28 weeks.

Granicus pricing included a one-time fee of \$4,500 for encoding appliance hardware, set up and configuration and shipping, annual fees of \$4,368 for first year and increasing each year thereafter. Granicus pricing was very difficult to understand and the explanations were not very clear. The website quotes included some agenda management software but forms were available at an add-on cost as were many of the other features. The Granicus team was not as responsive to our many questions as to what would be included in the cost and the cost itself. We felt that what we could understand, the add-ons we wanted that were already included in Civic Plus would extend well beyond that quote. We also had some concerns about security issues that occurred with Granicus in 2020 that left government data exposed. Website launching for Granicus was

Proud City was the youngest company we researched. It had the most appealing design and format we found with large icons for most commonly searched topics. The costs were \$5200 for the first year and \$1200 per year thereafter but this did not include any add-ons like facility rentals, 24-hour tech chat, comprehensive agenda management, etc. Many items we desired were not included and they recommended we go to an outside vendor for services.

Town Attorney Stephen Polk has reviewed and approved the contract.

Financial: The \$19,500 would come out of our website funds designated for this purpose. The annual fees would be \$4,500 until fiscal year 2023-2024 and then would add 5% each year following that.

Action: Approve the contract with Civic Plus in an amount not to exceed \$19,500 for website creation, and construction, and on-going annual fees for maintenance and updates beginning at \$4,500.

Motion Vice Mayor Hunseder

Second: Council Member Babbitt-Pierce

Vote:

Voting Member	Aye/Nay
Council Member Marney Babbitt-Pierce	Aye
Vice Mayor Debbie Hunseder	Aye
Council Member Lisa O'Neill	Aye
Mayor Robyn Prud'homme-Bauer	Aye
Council Member Bill Regner	Aye

FUTURE AGENDA ITEMS – A request by Council for future items to be placed on the agenda.

Presentation from Yavapai College re Tax accounting receipts. Vice Mayor Hunseder proposed and agreed by Council Member Regner. (January/February time frame)

Mayor proposed a work session on residential trash pick up and ordinance – all in agreement (November 9th) discussion and possible action if direction made to staff.

Patriot recycling program update work session (after first of year)


Redistricting discussion (October 26th) Council consensus

ADJOURNMENT: Without objection Mayor Prud'homme-Bauer adjourned the meeting at 7:26 P.M.

APPROVED:


Robyn Prud'homme-Bauer, Mayor

ATTESTED/SUBMITTED:


Mary Ellen Dunn, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 12th day of October, 2021. I further certify that meeting was duly called and held and that a quorum was present.

Dated this 10th day of November, 2021.

SEAL


Mary Ellen Dunn, Town Clerk